

COMPLAINT NUMBER	18/260
COMPLAINANT	M Honeychurch
ADVERTISER	Brilin Wellness Support Centre
ADVERTISEMENT	Brilin Wellness Support Centre, Digital Marketing
DATE OF MEETING	30 August 2018
OUTCOME	Settled – advertisement changed

Advertisement: The Brilin Wellness Support Centre website advertisement, www.brilin.co.nz, describes the bio-energetic screening system and lists a variety of non-invasive tests for metabolic disturbances, vitamin and mineral deficiencies and food sensitivities.

The Chair ruled the complaint was Settled.

Complainant, M Honeychurch, **said:** <http://www.brilin.co.nz/asyra>

The Brilin Wellness Support Centre's page for their Asyra diagnostic system makes therapeutic claims about the service:

<http://www.brilin.co.nz/asyra%20NZ%20Asyra%20Bio%20energetic%20health%20test.html>

"THE ASYRA PRO is considered the most advanced bio-energetic screening system in the world. The system can do numerous non-invasive tests.

These claims appear to be very much therapeutic in nature, The wording talk about "non-invasive tests" for "food sensitivities", "metabolic disturbances", "a hormonal profile", "vertebral misalignments", "heavy metals", "toxicities" and "vitamin and mineral deficiencies".

This is despite a paragraph further down the page which says:

"Is the Brilin-Asyra a diagnostic device?

No"

And another claim at the bottom of the page saying:

"Brilin does not and indeed legally cannot, claim to diagnose, treat or cure any medical condition"

These claims of being able to test for medical issues have not been proven, and so the ASA's Therapeutic and Health Advertising Code Rule 2(a) has been breached. No evidence has been given to support the claims anywhere on the website. Principle 2 has been breached, as these claims are likely to be misleading to consumers. Principle 1 has been breached, as it is socially irresponsible to lead people to believe that an unproven diagnostic technique such as Asyra is able to help to diagnose potential health conditions such as vitamin deficiencies, metabolic issues and food allergies.

The Advertiser, Brilin Wellness Support Centre, **said:** The content has been removed. We are seeking advice and are in the process of re-developing our website. We have replaced content with a generic article about biofeedback.

The relevant provisions were Therapeutic and Health Advertising Code - Principle 1, Principle 2, Rule 2(a);

The Chair noted the Complainant's concern the Advertiser's website contained unsubstantiated therapeutic claims about the Asyra diagnostic system, which were misleading, despite a disclaimer regarding diagnosis.

The Chair acknowledged the Advertiser had made changes to the website, removing references which were of concern and temporarily replacing the content pending a redesign of the website.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the website, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled - advertisement changed**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.